Technical Report PR92-05

1991 RIDERSHIP REVIEW

Planning & Research Department
Corporate Planning and Development

April, 1992

TECHNICAL REPORT PR92-05

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Planning and Research Department
Corporate Planning and Development

Chicago Transit Authority

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INTRODUCTION

This report describes and analyzes CTA's ridership patterns in 1991. Overall, ridership responded to changes in the local economy during 1991, with ridership declining from 1990 by a substantial -7.1%. 1991 ridership shifts by mode and by fare payment type are reviewed.

Four additional topics are also covered:

- Recent ridership trends, for bus and rail as well as system-wide, including seasonal variations over the last four years.

- Shifts in ridership between 1991 and 1990, among full fare and reduced fare rider categories.

- Pass sales and usage trends over the last several years.

- Based on market survey data updated in 1990, an analysis of suburban CTA ridership is also summarized, indicating that CTA carries nearly one-half of all suburban transit riders in the region (down slightly from 1990, when CTA carried over fifty percent of the region's suburban trips).

1991 RIDERSHIP BY MODE AND FARE PAYMENT TYPE

As indicated in Table 1, CTA experienced a substantial ridership loss in 1991 of -7.1%, when compared to 1990. This loss was consistent throughout 1991, coinciding with the appearance of a nationwide recession at the beginning of the year. Local work and discretionary travel was greatly reduced for all modes (including auto) over 1990 levels. (Note: Thanksgiving weekend was in the 11th period of 1990, but in the 12th period of 1990, causing the latter to have a misleadingly higher level of ridership loss).

As the first anniversary of the April 29, 1990 fare restructuring occurred, two effects were noticeable on ridership levels, for two different fare categories.

First, reduced fares paid with cash or tokens actually decreased early in 1990. These price-sensitive riders then produced much of the ridership increases that enabled CTA to claim a revenue and ridership increase for the entire 1990 year. The ridership increases continued from 5th period of 1990 until 4th period of 1991. After that, comparison with the previous year involved identical fares. Remaining 1991 ridership by reduced fare riders did not level off, but declined slightly.

Another trend, loss of pass riders, continued throughout 1991. It abated somewhat after the anniversary of the initial shift to tokens had passed. It is likely that a significant share of this pass sales and usage decline can be attributed to the ongoing recession, and associated chronic unemployment, since passes are generally purchased by employees making work trips.

Table 1 also indicates that the CTA bus ridership loss experienced in 1991 (-6.9%) was somewhat less than the system-wide loss. Rail declined by -7.8%. In terms of total ridership levels, bus ridership declined by a considerably higher amount than rail (-29.0 million annual unlinked trips for bus versus -11.1 million for rail).

Recessionary impacts on CTA ridership began at the start of 1991. Reductions in all types of trips kept actual revenue below budgeted levels (Table 2). Farebox revenues were 0.2% lower than budgeted, which, along with a 0.2% increase from budgeted pass sales revenues, produced a combined actual revenue 0.1% below budget.

Table 3 gives a further breakdown of the year's bus and rail ridership patterns by fare category, and shows very similar results for the two modes. Special Services paratransit showed a slight ridership increase, in line with additional funding provided for service, through the trend away from passes is somewhat evident here as well. Note also (Table 1) that the net increase in reduced cash fare ridership (cash/token fare with and without transfer) was significantly higher for bus (+3.7%) than for rail (+0.5%). Pass ridership loss on rail was, on the other hand, higher than bus (-17.2% versus -11.1%). Both of these results, and the somewhat higher percentage ridership loss for rail, used more often for work trips, probably also reflect recessionary unemployment impacts.

Table 3 also indicates a decline in 1991 in rail cross-platform transfers (no fares paid or transfers presented/received). This was due largely to changes in rail service regarding stop patterns. Total CTA ridership loss, as reported to UMTA, consequently fell at a slightly higher level, -8.0%.

Table 4 gives additional information on average weekday, Saturday, and Sunday ridership, by mode and fare payment type. The first 4 periods of 1990 had Supertransfer sales on Sundays; this fare instrument has been discontinued.

Table 1

1991 Ridership Shifts

PERCENT INCREASE (DECREASE) COMPARED WITH SAME PERIOD IN 1990

	BUS				RAIL				SYSTEM			
1991 Period	Full Fares	Reduced Fares	Passes/ Permits	Total	Full Fares	Reduced Fares	Passes/ Permits	Total	Full Fares	Reduced Fares	Passes/ Permits	Total
1	0.1	4.8	-22.0	-9.5	-1.1	1.0	-24.1	-8.8	-0.3	4.4	-22.5	-9.3
2	3.3	18.0	-18.3	-4.5	-1.8	11.9	-22.6	-7.9	1.6	17.3	-19.4	-5.3
3	0.2	10.0	-18.4	-7.0	-4.9	15.5	-23.8	-10.2	-1.4	10.6	-19.7	-7.8
4	-2.2	12.6	-13.1	-6.8	-3.9	7.0	-18.4	-8.7	-2.7	12.0	-14.4	-7.3
5	-1.5	5.7	-3.6	-6.0	0.9	5.0	-17.8	-4.3	-0.7	5.6	-7.3	-5.6
6	-1.8	4.1	-8.7	-6.4	-0.8	1.7	-16.3	-5.0	-1.5	3.8	-10.6	-6.0
7	-2.0	-1.0	-6.5	-6.0	-5.2	-5.8	-15.0	-7.3	-3.1	-1.7	-8.6	-6.4
8	-2.4	-2.2	-6.7	-6.0	-5.1	-7.6	-13.9	-7.3	-3.3	-2.9	-8.4	-6.3
9	-4.1	1.8	-7.4	-6.8	-7.4	-1.3	-12.6	-8.4	-5.2	1.5	-8.7	-7.2
10	-4.7	-2.4	-7.7	-7.5	-6.6	-0.7	-13.1	-8.6	-5.3	-2.3	-9.0	-7.8
11	-1.8	3.9	-6.2	-4.8	-2.7	2.7	-9.1	-4.6	-2.1	3.8	-6.9	-4.7
12	-8.2	-10.0	-9.8	-10.8	-10.5	-10.4	-15.0	-11.7	-9.0	-10.0	-11.1	-11.0
Annual Total	-2.2	3.7	-11.1	-6.9	-4.1	0.5	-17.2	-7.8	-2.8	3.3	-12.6	-7.1

NOTE: Transfers received are not listed separately; transfers sold are included under "Full Fares" and "Reduced Fares" paid with cash or tokens, as well as in the "Total" (unlinked trips) column for each mode.

Table 2

1991 PASSENGER REVENUE SHIFTS

PERIOD	Percent Change From Same Period in 1990			Percent Variation From 1991 Budget Target		
	FAREBOX	PASSES	TOTAL PASSENGER REVENUE	FAREBOX	PASSES	TOTAL PASSENGER REVENUE
1	+ 3.4	-19.8	- 2.0	- 2.2	- 8.3	- 3.4
2	+ 4.3	-24.4	- 2.9	- 3.8	- 6.9	- 4.4
3	+ 2.5	-19.3	- 2.5	- 2.7	- 9.4	- 4.0
4	+ 2.3	-11.5	- 0.7	- 1.0	- 7.5	- 2.3
5	- 1.7	-21.1	- 5.7	- 2.0	-18.9	- 5.4
6	- 1.5	-17.7	- 4.8	- 1.7	-15.4	- 4.4
7	- 2.7	-17.2	- 5.4	- 2.9	-14.9	- 5.1
8	- 3.4	- 9.5	- 4.5	- 3.5	- 7.0	- 4.1
9	- 4.0	-11.7	- 5.4	- 4.2	- 9.3	- 5.2
10	- 5.0	- 8.0	- 5.5	- 5.2	- 5.5	- 5.2
11	- 0.7	- 8.5	- 2.2	- 1.0	- 6.0	- 1.9
12	- 6.3	-19.3	- 8.8	+37.1	+448.8	+79.2
ANNUAL TOTAL	- 1.3	-16.1	- 4.3	- 0.2	+ 0.2	- 0.1

NOTE: 12th period variations from budget are from revised annual budget. Annual variation from budget incorporates revisions made to 1991 budget in 12th period.

SOURCE: Financial Reports each Period, 1991, page 1.01.

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Table 3

Ridership Fact Sheet:
Annual Totals

Chicago Transit Authority P&R/MAR-91-1-12

12th Period ended December 28, 1991.

RIDERSHIP CATEGORIES	CURRENT PERIOD			YEAR TO DATE			
UNLINKED TRIPS	1991	1990	% CHANGE	1991	1990	CHANGE	%
BUS SYSTEM							
FULL FARES	11,571,169	12,619,308	-8.3%	135,066,217	138,163,879	(3,097,663)	-2.2%
REDUCED FARES	3,321,382	3,688,417	-10.0%	36,473,156	35,176,839	1,296,318	3.7%
TRANSFERS RECEIVED	9,869,022	11,581,653	-14.8%	116,705,725	130,926,504	(14,220,779)	-10.9%
PASS/PERMIT USES	8,766,991	9,722,635	-9.8%	103,843,535	116,868,424	(13,024,889)	-11.1%
TOTAL BUS TRIPS	33,528,564	37,612,014	-10.9%	392,088,633	421,135,646	(29,047,013)	-6.9%
SPECIAL SERVICES SYSTEM							
FULL FARES	66,746	64,955	2.8%	832,942	807,151	25,791	3.2%
PASS/PERMIT USES	9,952	8,678	14.7%	116,486	123,650	(7,164)	-5.8%
TOTAL SPECIAL SERVICES TRIPS	76,698	73,633	4.2%	949,428	930,801	18,627	2.0%
RAPID TRANSIT SYSTEM							
FULL FARES	5,319,758	5,941,341	-10.5%	64,084,518	66,905,505	(2,820,987)	-4.2%
REDUCED FARES	396,297	442,172	-10.4%	4,461,244	4,356,236	105,008	2.4%
TRANSFERS RECEIVED	2,957,960	3,320,338	-10.9%	34,463,097	36,460,461	(1,997,364)	-5.5%
PASS/PERMIT USES	2,649,479	3,118,516	-15.0%	32,067,813	38,497,970	(6,430,156)	-16.7%
TOTAL RAPID TRANSIT TRIPS	11,323,494	12,822,367	-11.7%	135,076,672	146,220,171	(11,143,499)	-7.6%
CTA SYSTEM BY FARE TYPE							
FULL FARES	16,957,673	18,625,604	-9.0%	199,983,677	205,876,535	(5,892,859)	-2.9%
REDUCED FARES	3,717,679	4,130,589	-10.0%	40,934,400	39,533,075	1,401,326	3.5%
TRANSFERS RECEIVED	12,826,982	14,901,991	-13.9%	151,168,822	167,386,965	(16,218,143)	-9.7%
PASS/PERMIT USES	11,426,422	12,849,829	-11.1%	136,027,834	155,490,043	(19,462,209)	-12.5%
TOTAL RIDERSHIP	44,928,756	50,508,013	-11.0%	528,114,734	568,286,619	(40,171,885)	-7.1%
RAIL INTERNAL TRANSFERS	1,064,408	1,705,375		12,697,207	19,447,283	(6,750,076)	
UMTA SECTION 15 RIDERSHIP	45,993,165	52,213,388	-11.9%	540,811,941	587,733,901	(46,921,961)	-8.0%

RIDERSHIP USING TOKENS							
FULL FARE							
BUS PEAK	1,869,407	2,214,379	-15.6%	25,174,612	15,628,570	9,546,042	61.1%
BUS OFF-PEAK	1,796,993	2,042,945	-12.0%	22,551,892	18,616,895	3,934,997	21.1%
BUS TOTAL	3,666,400	4,257,324	-13.9%	47,726,504	34,245,465	13,481,039	39.4%
RAPID TRANSIT TOTAL	2,599,830	3,251,809	-20.0%	36,248,918	23,946,829	12,302,089	51.4%
TOTAL FULL TOKENS	6,266,230	7,509,133	-16.6%	83,975,422	58,192,294	25,783,128	44.3%
REDUCED FARE							
BUS PEAK	679,820	729,147	-6.8%	7,019,776	3,778,930	3,240,846	85.8%
BUS OFF-PEAK	568,545	637,974	-10.9%	5,986,689	6,182,062	(195,373)	-3.2%
BUS TOTAL	1,248,365	1,367,121	-8.7%	13,006,465	9,960,992	3,045,473	30.6%
RAPID TRANSIT TOTAL	142,937	147,038	-2.8%	1,530,488	857,353	673,135	78.5%
TOTAL REDUCED TOKENS	1,391,302	1,514,159	-8.1%	14,536,953	10,818,345	3,718,608	34.4%

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Table 4

Ridership Fact Sheet:
Average Daily Travel

Chicago Transit Authority

P&R/MAR-91-1-12

12th Period ended December 28, 1991.

RIDERSHIP CATEGORIES	CURRENT YEAR TO DATE			PERCENTAGE CHANGE FROM PREVIOUS YEAR		
DAILY AVERAGE	WEEKDAY	SATURDAY	SUNDAY	WEEKDAY	SATURDAY	SUNDAY
BUS SYSTEM						
FULL FARES	426,705	297,285	193,524	-3.1%	-2.3%	6.8%
REDUCED FARES	126,989	46,053	31,436	4.4%	-4.0%	1.4%
TRANSFERS RECEIVED	376,530	232,841	154,473	-8.6%	-10.8%	-29.6%
PASS/PERMIT USES	340,325	186,395	132,904	-9.6%	-17.7%	-18.3%
TOTAL BUS TRIPS	1,270,548	762,573	512,337	-5.9%	-9.2%	-13.8%
SPECIAL SERVICES SYSTEM						
FULL FARES	2,682	1,444	1,320	3.3%	3.3%	1.8%
PASS/PERMIT USES	375	203	185	-5.9%	-4.6%	-6.1%
TOTAL SPECIAL SERVICES TRIPS	3,057	1,647	1,505	2.1%	2.2%	0.8%
RAPID TRANSIT SYSTEM						
FULL FARES	223,752	81,053	52,359	-2.8%	-16.4%	-10.2%
REDUCED FARES	15,747	5,139	3,350	4.3%	-14.1%	-8.2%
TRANSFERS RECEIVED	113,514	61,606	41,844	-3.6%	-6.9%	-21.9%
PASS/PERMIT USES	111,791	38,275	29,011	-14.3%	-33.2%	-28.8%
TOTAL RAPID TRANSIT TRIPS	464,804	186,072	126,564	-5.8%	-17.8%	-19.0%
CTA SYSTEM BY FARE TYPE						
FULL FARES	653,139	379,782	247,203	-3.0%	-5.6%	2.7%
REDUCED FARES	142,736	51,191	34,785	4.4%	-5.1%	0.4%
TRANSFERS RECEIVED	490,044	294,446	196,317	-7.5%	-10.0%	-28.1%
PASS/PERMIT USES	452,490	224,873	162,101	-10.8%	-20.8%	-20.4%
TOTAL RIDERSHIP	1,738,409	950,292	640,406	-5.9%	-11.0%	-14.9%
RAIL INTERNAL TRANSFERS	43,692	17,491	11,897			
UMTA SECTION 15 RIDERSHIP	1,782,101	967,783	652,303	-6.8%	-11.8%	-15.6%

RIDERSHIP USING TOKENS						
FULL FARE						
BUS TOTAL	162,987	73,301	43,383	38.7%	41.7%	46.5%
RAPID TRANSIT TOTAL	133,266	27,024	17,142	52.6%	34.1%	39.0%
TOTAL FULL TOKENS	296,252	100,325	60,525	44.6%	39.6%	44.3%
REDUCED FARE						
BUS TOTAL	47,378	10,872	7,019	31.8%	15.1%	20.0%
RAPID TRANSIT TOTAL	5,690	948	620	81.8%	36.2%	36.5%
TOTAL REDUCED TOKENS	53,068	11,820	7,638	35.8%	16.5%	21.2%

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FULL AND REDUCED FARE RIDERSHIP SHIFTS

The composition of both full fare and reduced fare ridership was further reviewed in terms of shifts from the previous year. This includes an examination of both unlinked trips, as reported at the point of fare collection, and linked trips or journeys, representing door-to-door travel. The number of linked trips or journeys is always less than the number of unlinked trips, since journeys are composed of one or more unlinked trips. Estimates of the number of unlinked trips per journey are based upon surveys of passengers conducted in the last few years.

Tables are presented in this section which separately examine full fare and reduced fare passengers in terms of cash (including tokens), transfer presentation, or pass fare payment; changes between 1990 and 1991 in terms of method of fare payment, as well as by mode (bus or rail, for unlinked trips); estimated number of door-to-door journeys (linked trips); revenue as distinguished from ridership for each ridership class; and average fare paid by each rider class, with both pass and cash fare components distinguished.

Tables 5 and 6 summarize the assumptions necessary regarding transfers received and pass presentations in order to break these single fare payment method categories into full fare and reduced fare components. These breakdowns correspond to the percentages of transfer and token sales that were observed, assuming equivalent usage rates for either full or reduced fare passengers. Adjustments were made to reflect the higher level of transfer usage on buses overall, as compared to rail. The full/reduced split for passes by mode also reflects the conversion of 14-day pass usage to monthly equivalents (for Periods 1-4 of 1990 only), but with no modal usage distinction.

Full Fare Riders

Tables 7 and 8 summarize ridership and revenue statistics for full fare riders on CTA, comparing 1989 to 1990 and 1990 to 1991, and indicating percent changes. Table 7 indicates that full fare ridership, measured in terms of both linked and unlinked trips, declined by more than 6%. Tokens as a method of fare payment grew while pass usage declined, as noted earlier. Transfers received showed a net decline. Table 8 indicates that revenue paid by full fare passengers, including both pass and cash, also fell, by about 4%, almost all of it in pass revenue. The average fare increased very slightly.

Other highlights of these two tables include:

Revenue from adult (full fare) pass riders decreased 17.5% from 1990 to 1991.

Revenue from full fare cash and token riders decreased 1.0% from 1990 to 1991.

Unlinked trips by full fare riders decreased by -8.5% from 1990 to 1991 (including transfers received).

Full fare journeys (linked trips) also decreased by -6.2% from 1990 to 1991.

Full fare unlinked trips on the bus system decreased -8.6% from 1990 to 1991, while rail full fare unlinked trips decreased -8.2% from 1990 to 1991.

Average fare/unlinked ride increased by 4.4%, from 66.1 cents/ride to 69.0 cents/ride. Average journey fare also increased by 2.0%, from $1.104 to $1.126 per trip. Average cash or token fare/unlinked ride increased 5.2%, from 72.1 cents/ride to 75.8 cents/ride.

As a share of the total CTA system, full fare riders constituted 81.8% in 1990, providing 91.4% of revenue; declining slightly to 80.6% of unlinked riders and 91.4% of revenue in 1991.

Reduced Fare Riders

Tables 9 and 10 provide a parallel breakdown of reduced fare riding in 1990 and 1991, in the same format as Tables 7 and 8. In contrast to the growth in reduced fare ridership observed in 1990, 1991 reduced fare ridership began to decline. A significant increase occurred in terms of token passengers, but pass sales and usage and cash fares went down. Average fares also decreased.

Highlights of these two tables include:

- Revenue from reduced fare pass riders decreased -4.5% from 1990 to 1991.

- Revenue from reduced fare cash and token riders decreased -3.7% from 1990 to 1991.

- Unlinked trips by reduced fare riders decreased -0.7% from 1990 to 1991 (including transfer received).

- Reduced fare journeys (linked trips) increased 2.3% from 1990 to 1991.

- Average fare/unlinked trip decreased -3.2%, from 28.1 cents/ride to 27.2 cents/ride.

- Average cash or token fare/unlinked trip decreased -2.8%, from 30.2 cents/ride to 29.3 cents/ride.

TABLE 5
ANNUAL UNLINKED BOARDINGS 1990
(millions)

1990 FARE/MODE	FULL	REDUCED	TOTAL	SOURCES		
CASH	146.878	28.715	175.593	1991 Ridership		
Bus	103.919	25.216	129.135	Fact Sheets (p. 5)		
Rail	42.959	3.499	46.458			
TOKEN	58.192	10.818	69.010	1991 Ridership		
Bus	34.245	9.961	44.206	Fact Sheets (p. 5)		
Rail	23.947	0.857	24.804			
				F/R Split from Tfer Sales		
TRANSFERS REC'D	135.474	31.913	167.387	Periods	1-4	5-12
Bus	102.507	28.420	130.927	Reduced =	22.4%	21.4%
Rail	32.967	3.493	36.460	Reduced =	9.6%	9.6%
PASSES	124.389	30.977	155.366	F/R Split from Pass Sales		
Bus	93.571	23.297	116.868	Periods	1-4	5-12
Rail	30.818	7.680	38.498	Reduced =	17.2%	21.5%
TOTAL	464.933	102.423	567.356	Sum of Categories		
Bus	334.242	86.894	421.136			
Rail	130.691	15.529	146.220			

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TABLE 6
ANNUAL UNLINKED BOARDINGS 1991
(millions)

1991 FARE/MODE	FULL	REDUCED	TOTAL	SOURCES
CASH	115.175	26.397	141.573	1991 Ridership
Bus	87.340	23.467	110.806	Fact Sheets (p. 5)
Rail	27.836	2.931	30.766	
TOKEN	83.975	14.537	98.512	1991 Ridership
Bus	47.727	13.006	60.733	Fact Sheets (p. 5)
Rail	36.249	1.530	37.779	
				F/R Split from
TRANSFERS REC´D	121.288	29.881	151.169	Transfer Sales
Bus	90.202	26.504	116.706	Reduced = 22.7%
Rail	31.086	3.377	34.463	Reduced = 9.8%
PASSES	105.046	30.865	135.911	F/R Split from
Bus	80.261	23.583	103.844	Pass Sales
Rail	24.785	7.283	32.068	Reduced = 22.7%
TOTAL	425.484	101.681	527.165	Sum of Categories
Bus	305.529	86.560	392.089	
Rail	119.955	15.121	135.077	

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TABLE 7
FULL FARE RIDER SHIFTS
1989 - 1991

Ridership Measure	1989	1990	% Change	1991	% Change
Unlinked Trips (in millions)					
Cash	172.240	146.878	-14.7%	115.175	-21.6%
Token	17.252	58.192	237.3%	83.975	44.3%
Transfer Rec´d	131.140	135.474	3.3%	121.288	-10.5%
Pass	146.162	124.389	-14.9%	105.046	-15.6%
Total	466.794	464.933	-0.4%	425.484	-8.5%
Bus	334.914	334.242	-0.2%	305.529	-8.6%
Rail	131.881	130.691	-0.9%	119.955	-8.2%
Share of Total					
Bus	79.7%	79.4%		77.9%	
Rail	82.2%	89.4%		88.8%	
Total	82.2%	81.9%		80.7%	
Journeys (Linked Trips)					
Cash	172.240	146.878	-14.7%	115.175	-21.6%
Token	17.252	58.192	237.3%	83.975	44.3%
Pass	85.475	72.742	-14.9%	61.430	-15.6%
Total	274.967	277.812	1.0%	260.581	-6.2%

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Table 8
Full Fare Revenue Shifts
1990 vs. 1991

Revenue Measure	1990	1991	% Change
Cash/Token (Millions)	245.396	242.829	-1.0%
Pass (Millions)	61.420	50.666	-17.5%
Total Full Fare Revenue (Millions)	306.816	293.494	-4.3%
% of Total Farebox	91.4%	91.4%	0.0%
Unlinked Trips			
Average Fare	0.661	0.690	4.4%
Average Cash/Token Fare	0.721	0.758	5.2%
Average Pass Fare	0.494	0.482	-2.3%
Journeys (Linked Trips)			
Average Fare	1.104	1.126	2.0%
Average Cash/Token Fare	1.197	1.219	1.9%
Average Pass Fare	0.844	0.825	-2.3%

Note: Transfer Revenue as reported in the 12th Period, 1991 Operating Data Financial Report was apportioned to full and reduced ridership categories according to transfer sales multiplied by transfer price.

Pass Revenue as reported in the 12th Period, 1991 Operating Data Financial Report was apportioned to full and reduced ridership categories according to pass sales multiplied by pass price.

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TABLE 9
REDUCED FARE RIDER SHIFTS
1989 - 1991

Ridership Measure	1989	1990	% Change	1991	% Change
Unlinked Trips (in millions)					
Cash	30.250	28.715	-5.1%	26.397	-8.1%
Token	8.046	10.818	34.5%	14.537	34.4%
Transfer Rec´d	31.808	31.913	0.3%	29.881	-6.4%
Pass	30.790	30.977	0.6%	30.865	-0.4%
Total	100.894	102.423	1.5%	101.681	-0.7%
Bus	85.511	86.894	1.6%	86.560	-0.4%
Rail	15.382	15.529	1.0%	15.121	-2.6%
Share of Total					
Bus	20.3%	20.6%		22.1%	
Rail	10.4%	10.6%		11.2%	
Total	17.8%	18.1%		19.3%	
Journeys (Linked Trips)					
Cash	30.250	28.715	-5.1%	26.397	-8.1%
Token	8.046	10.818	34.5%	14.537	34.4%
Pass	18.006	18.115	0.6%	18.050	-0.4%
Total	56.302	57.648	2.4%	58.984	2.3%

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Table 10
Reduced Fare Revenue Shifts
1990 vs. 1991

Revenue Measure	1990	1991	% Change
Cash/Token (Millions)	21.543	20.749	-3.7%
Pass (Millions)	7.280	6.955	-4.5%
Total Reduced Fare Revenue (Millions)	28.823	27.704	-3.9%
% of Total Farebox	8.6%	8.6%	0.4%
Unlinked Trips			
Average Fare	0.281	0.272	-3.2%
Average Cash/Token Fare	0.302	0.293	-2.8%
Average Pass Fare	0.235	0.225	-4.1%
Journeys (Linked Trips)			
Average Fare	0.500	0.470	-6.1%
Average Cash/Token Fare	0.545	0.507	-7.0%
Average Pass Fare	0.402	0.385	-4.1%

Note: Transfer Revenue as reported in the 12th Period, 1991 Operating Data Financial Report was apportioned to full and reduced ridership categories according to transfer sales multiplied by transfer price.

Pass Revenue as reported in the 12th Period, 1991 Operating Data Financial Report was apportioned to full and reduced ridership categories according to pass sales multiplied by pass price.

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- As a share of the total CTA system, reduced fare riders constituted 18.2% of riders in 1990, providing 8.6% of revenue; in 1991, 19.4% of all passengers were reduced fare riders, accounting for 8.6% of revenue.

- The decline in reduced fare unlinked trips was felt 85% on the bus system and 15% on the rail system.

- Average journey fare decreased from 50.0 cents/journey in 1990 to 47.0 cents per journey in 1991; the average pass journey fare decreased -4.1%, from 40.2 cents to 38.5 cents.

RECENT RIDERSHIP TRENDS

April 29, 1991 marked the first anniversary of the 1990 fare restructuring. 1990-1991 ridership comparisons before that date (see 1980-1991 in Figure 1) involved two different fare structures. 1991 ridership changes in periods 5 through 12 involve the same fare structures in both periods compared (Figure 2). Effects of the 1990 fare change are felt to be negligible for the last eight periods of 1991. However, there were significant decreases in overall ridership attributable to the 1991 recession, reflecting the full and reduced fare ridership patterns and shifts noted above.

Tokens played a major role in 1990 and 1991 fares. They were the only fare category to show an increase in 1991 (full was up 44.3%; reduced, up 34.4%). Use of passes fell 12.6%, and cash fares declined by a similar amount, most of which was full fares. Bus ridership (Figure 3) and rail ridership (Figure 4) both show 1991 as the year with the lowest ridership in every period.

It is typical for CTA ridership to follow a seasonal pattern of ebb and flow as, for example, summer vacations occur and winter weather inhibits discretionary tripmaking. Spring and fall, without these conditions, are traditionally seasons of high ridership. Bus ridership exhibits this variation (Figure 3) more than rail does (Figure 4). In 1991, bus had a decreased share of total trips, though it was still the dominant mode. Seasonality for 1991 is slightly less variable because of the relative decline in bus ridership.

PASS SALES AND USAGE TRENDS

Figure 5 charts the trend of total passes in circulation since 1987. A point is plotted for each month in the year. Through early 1990, the monthly equivalents for 14-Day passes are included. Pass circulation generally follows the seasonal trend shown in Figure 2, with lower circulation in the summer and year-end months. The plot also confirms the steady downward trend in pass usage; 1991 is lowest of the five years shown.

Reduced fare pass sales began to decline (-3% overall in 1991, resulting from more severe decline in periods 5-11 and some growth in periods 1-4), joining full fare pass sales, as seen in Table 11. The level of overall sales decreased by 15.2%.

Figure 6 shows average weekday pass use per pass (monthly equivalent for non-monthly passes), as counted by the bus farebox system and rail ticket agents, conductors, and turnstiles. As expected, the remaining and new users of passes in 1991 use passes more frequently than in previous years. Total average monthly uses per pass sold in 1991 was 110.6, a 7.9% increase from 1990 levels of 102.5 uses per pass each month. Figure 7, showing monthly pass use per pass over the last four years, confirms this recent pattern of increased use, since the 1990 fare restructuring.

SUBURBAN TRANSIT RIDERS CARRIED BY CTA

CTA continues to be the primary transit carrier in the metropolitan region, <u>including suburban Cook County and the entire suburban area</u>. As summarized in Table 12, slightly less than half of all suburban transit trips (unlinked rides on transit vehicles) are made on CTA; for Cook County only this figure is 54%. Suburban trips are defined as having at least the origin or destination of the unlinked trip in the suburbs.

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Figure 1

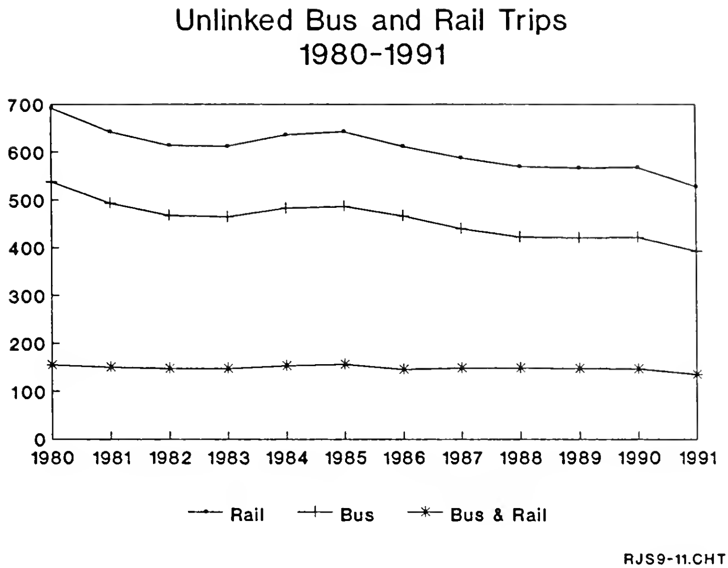

Figure 2

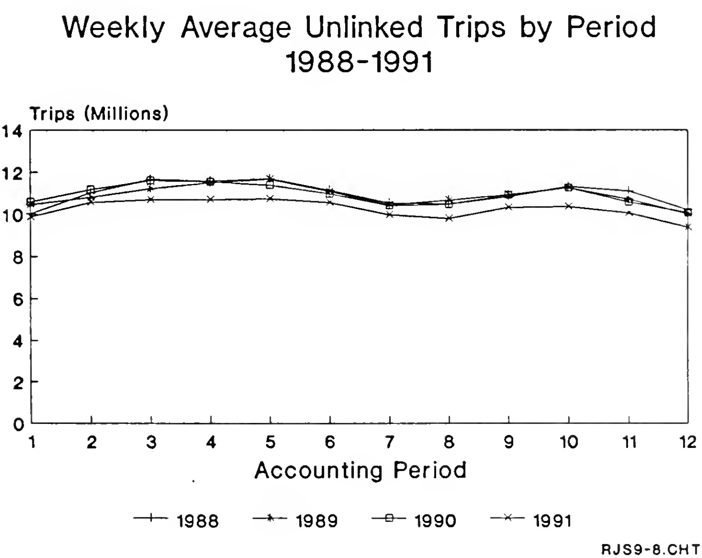

Figure 3

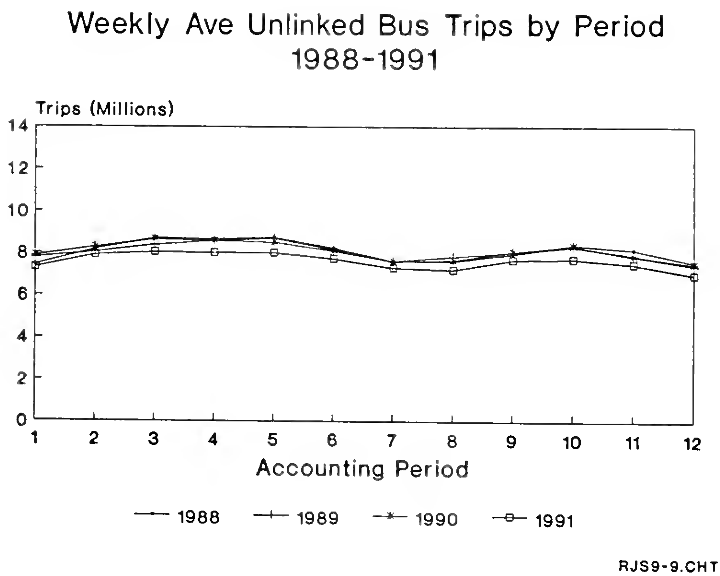

Figure 4

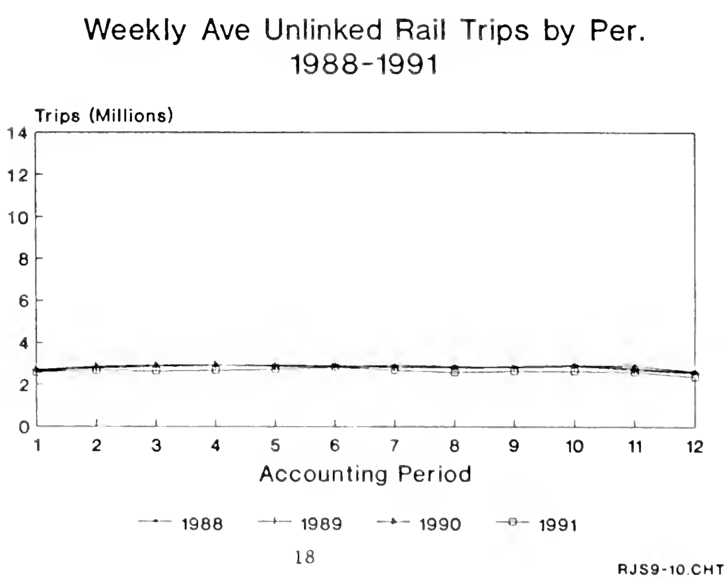

TABLE 11

PASS SALES AND USAGE, 1990 - 1991

	1990	1991	% CHANGE
SALES			
Full Fare Monthly Passes	1,148,197	939,479	-18.2%
Reduced Fare Monthly Pass	284,574	276,039	-3.0%
TOTAL SALES	1,432,771	1,215,518	-15.2%
TOTAL USES	146,831,015	134,382,354	-8.5%

* 14-Day Pass Sales Terminated as of April 29, 1990. Their monthly equivalents are included in Full Fare Everyday Monthly Pass Sales.

Sources: Pass sales from Treasury Activity Reports.
Pass use from Planning and Research Ridership Fact Sheets.

Figure 5

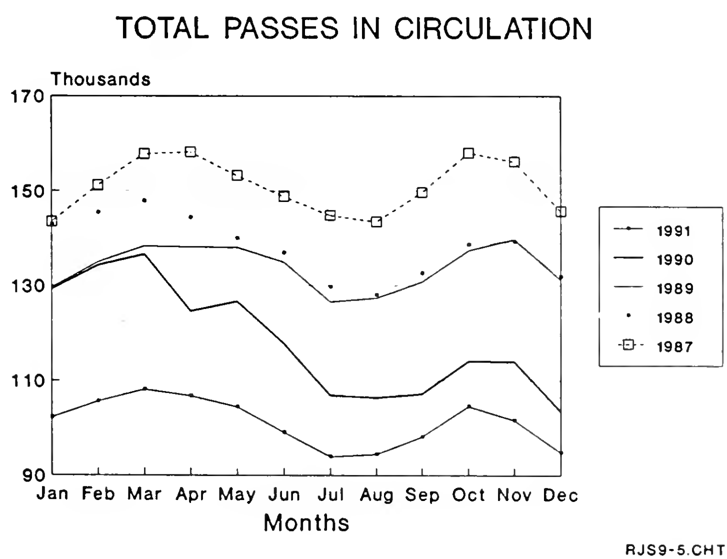

Figure 6

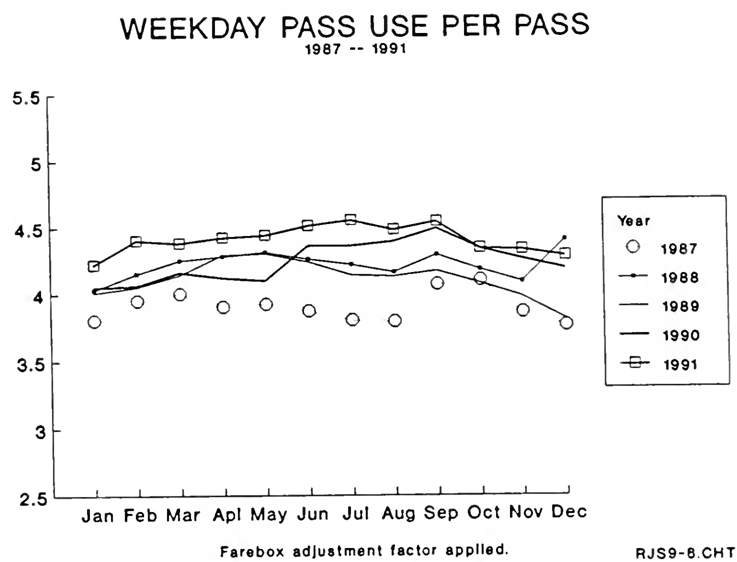

Figure 7

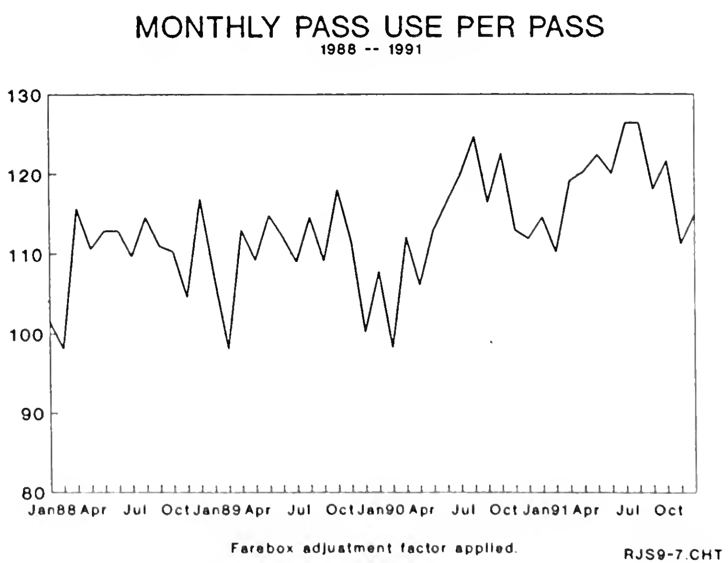

TABLE 12
SUBURBAN TRANSIT RIDERS BY CARRIER, 1991

Suburban Carrier		Ridership (in millions)	Percent
CTA			
	Cook Co.	70.3	53.8%
	Total Subs	102.8	47.8%
METRA			
	Cook Co.	31.8	24.4%
	Total Subs	71.8 *	33.4%
PACE			
	Cook Co.	28.5	21.8%
	Total Subs	40.5 *	18.8%
Total			
	Cook Co.	130.6	
	Total Subs	215.1	
CTA Ridership Totals			
	Cook Co.	70.3	13.0%
	Total Subs	102.8	19.0%
	Chicago	438.0	81.0%
	TOTAL	540.8 **	

* Source: Regional Transportation Authority reports.
** Source: CTA 1991 Ridership Fact Sheets; includes rail cross-platform transfers.

NOTE: CTA carries more suburban travel than any other regional carrier; nearly 50% of regional travel on public transit in the suburbs occurs on CTA.

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TECHNICAL REPORTS

PLANNING & RESEARCH DEPARTMENT

Number	Title	Date
PR91-01	Market-Oriented Transit Pricing at CTA	May, 1991
PR91-02	Grant Park Museum Campus Surveys	April, 1991
PR91-03	Automatic Vehicle Location and Control Systems Survey	April, 1991
PR91-04	1990 Ridership Review	May, 1991
PR91-05	Transit Pricing Evaluation Model (TPEM)	May, 1991
PR91-06	A Strategic Framework: Preparing for the Future	August, 1991
PR91-07	1990 Transit Rider Survey	May, 1991
PR91-08	Market Analysis of Choice of Method of Payment for CTA Riders	June, 1991
PR91-09	Consumer-Based Transit Pricing at the CTA	October, 1991
PR91-10	1990 Traveler Behavior and Attitudes Survey	September, 1991
PR91-11	1991 Taste of Chicago Survey	October, 1991
PR91-12	A Strategic Framework: Technical Report	November, 1991

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TECHNICAL REPORTS

PLANNING & RESEARCH DEPARTMENT

Number	Title	Date
PR92-01	1991 Year-End Report: Implementation of Lift-Equipped Bus Service at CTA	January, 1992
PR92-02	Community Impact Analysis: Proposed Revenue Center Facility at Washington Boulevard and Racine Avenue (Draft)	February, 1992
PR92-03	Travel Survey of Special Services Paratransit Registrants	April, 1992
PR92-04	Grant Park Museum Campus Surveys, 1990-91	March, 1992
PR92-05	1991 Ridership Review	April, 1992

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